## **ORDER**

Orders Order / Rev: 692557 Alt Order #: 06186332 NRCC IE Product Desc: **KARE** 2601 Estimate: 09/28/12 - 10/04/12 Flight Dates: Primary AE: Jim Quinn Sales Office: T-PHI Original Date / Rev: 09/28/12 / 09/28/12 Order Type: Political Sales Region: NAT National Media Research Planning/ PC Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane EOM/EOC Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser NRCC-IE Name: A35-64 New Business Thru: Demographic: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	9	\$16,750.00	\$14,237.50
10/01/12	10/04/12	21	\$24,850.00	\$21,122.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$16,750.00	\$14,237.50	0.00
October 2012	21	\$24,850.00	\$21,122.50	0.00
Totals	30	\$41,600,00	\$35,360,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	21%	\$41,600.00
Market	100%	\$198,095.24

Share	Total
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
11%	\$21,790.48
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
21%	\$41,600.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
45%	\$89,142.86
2%	\$3,961.90
	0% 0% 0% 0% 11% 0% 0% 0% 0% 0% 0% 0% 45%

Print Date: 09/28/12 09:24:10 Page 2 of 4

**KARE** 

Order / Rev: 692557

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Advertiser: NRCC-IE

Alt Order #: 06186332

Product Desc: NRCC IE

Flight Dates: 09/28/12 - 10/04/12

Estimate: 2601

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KARE 09/28/12 09/28/12 **Tonight Show** СМ 1035pm-1135pm :30 \$650.00 P-2 0.00 NM \$650.00 Tonight Show **TONITE SHW-NBC End Date** Start Date Weekdays Spots/Week Rate Rating ---F--0.00 Week: 09/24/12 09/30/12 \$650.00 ---F--1 \$1,200,00 P-2 2 KARE 09/28/12 09/28/12 M-F 6-630p CM 6-630p :30 0.00 NM \$1,200,00 KARE 11 6 News KARE11NWS-6 **End Date** Spots/Week Start Date Weekdays Rate Rating ---- F--Week: 09/24/12 09/30/12 \$1,200.00 0.00 3 KARE 09/28/12 09/28/12 M-F 630-7p ---F--1 \$1,400.00 P-2 CM 630pm-7pm :30 0.00 NM \$1,400.00 **Entertainment Tonigh ENT TONIGHT 30** Start Date **End Date** Spots/Week Weekdays Rate Rating ---- F--Week: 09/24/12 09/30/12 \$1,400.00 0.00 4 KARE 09/28/12 09/28/12 **Today Show** ---F--\$750.00 P-2 CM 7-9a :30 0.00 NM \$750.00 **Today Show TODAY SHW** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---F--\$750.00 0.00 5 KARE 09/28/12 09/28/12 Fri Prime B ---F--CM 8-9p :30 1 \$1,300.00 P-2 0.00 NM \$1,300.00 GRIMM **GRIMM-NBC** Start Date **End Date** Weekdays Spots/Week Rate Rating ---- F--Week: 09/24/12 09/30/12 \$1,300.00 0.00 6 KARE 10/01/12 10/01/12 M-F 10-1035p 10-1035P M- - - - -:30 1 \$2,200.00 P-2 0.00 NM \$2,200.00 CM KARE News 10p KARE11NWS-10 Weekdays Spots/Week Start Date **End Date** Rate Rating M- - - - -10/07/12 \$2,200.00 Week: 10/01/12 0.00 M-F 6-630p M- - - - -\$1,200.00 P-2 KARE 10/01/12 10/01/12 CM 0.00 NM \$1,200.00 6-630p :30 KARE 11 6 News KARE11NWS-6 Spots/Week Rating Start Date End Date Weekdays Rate 10/07/12 Week: 10/01/12 \$1,200.00 0.00 8 KARE 10/01/12 10/01/12 M-F 6-7a CM 6-7a M- - - - -:30 \$750.00 P-2 0.00 NM \$750.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 M- - - - -\$750.00 0.00 KARE 10/01/12 10/01/12 M-F 630-7p СМ 1 \$1,400.00 P-2 0.00 NM 630pm-7pm M- - - - -:30 \$1,400.00 **Entertainment Tonigh ENT TONIGHT 30** Weekdays Spots/Week Rate Start Date **End Date** Rating Week: 10/01/12 10/07/12 \$1,400.00 0.00 10 KARE 09/29/12 09/29/12 KARE News 10p Sa CM 10pm-1030pm ---S-:30 1 \$2,200.00 P-2 0.00 NM \$2,200.00 KARE News 10p Sa KARE11NWS-10SA Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---S-\$2,200.00 0.00 11 KARE 09/29/12 09/29/12 Sat 6-630p CM KARE 11 6 News \ ---- S-:30 \$750.00 P-2 0.00 NM \$750.00 KARE 11 6 News Sa KARE11NWS-6 SA Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 \$750.00 0.00 12 KARE 09/29/12 09/29/12 ---S-:30 \$700.00 P-2 0.00 NM Sat 8-10a CM 8-10a 2 \$700.00 KARE 11 Saturday KARE11 NWS SAT Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 - - - - S-Week: 09/24/12 \$700.00 0.00

Print Date: 09/28/12 09:24:10 Page 3 of 4

**KARE** 

Order / Rev: 692557

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Advertiser: NRCC-IE

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Alt Order #: 06186332

Product Desc: NRCC IE

Flight Dates: 09/28/12 - 10/04/12

2601

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ιn Amount 12 KARE 09/29/12 09/29/12 Sat 8-10a СМ 8-10a :30 \$700.00 P-2 0.00 NM \$700.00 KARE 11 Saturday KARE11 NWS SAT Start Date **End Date** Weekdays Spots/Week Rate Rating \$700.00 0.00 Week: 09/24/12 09/30/12 ---S-Ch Date Range Start/End Time Weekdays Spot Description Length Rate Rtg Type 1 KARE 09/24/12-09/30/12 Sat 8-10a 8-10a (\$700.00) 0.00 NM - - - - - Sa-:30 See MG 12.2,12.3 [Prgm Change] Ryder Cup 2 KARE 10/01/12-10/04/12 M-F 5-6a 5-6a MTWTh----\$350.00 0.00 NM :30 (h) MG for 12.1 09/29 3 KARE 10/01/12-10/04/12 M-F 5-6a MTWTh----5-6a .30 \$350.00 0.00 NM MG for 12.1 09/29 13 KARE 09/30/12 09/30/12 Golf Ryder Cup CM 6A-5P ----S :30 1 \$1,500.00 P-2 0.00 NM \$1,500.00 Ryder Cup (11:00 AM-5:00 PM) RYDER CUP 9/30 Weekdays Spots/Week Start Date **End Date** Rate Rating 09/30/12 Week: 09/24/12 \$1,500.00 0.00 715P-1030P 1 \$7.000.00 P-2 14 KARE 09/30/12 09/30/12 NFL Regular Season Fo6M ----S :30 0.00 NM \$7,000.00 1 NFL Regular Season F **NBC SUN-FTBL** Start Date End Date Spots/Week Rating Weekdays Rate \$7,000.00 Week: 09/24/12 09/30/12 0.00 15 KARE 10/04/12 10/04/12 **Tonight Show** CM 1035pm-1135pm ---T---:30 \$650.00 P-2 0.00 NM \$650.00 Tonight Show **TONITE SHW-NBC** Start Date **End Date** Weekdays Spots/Week Rating Rate - - - T- - -Week: 10/01/12 10/07/12 \$650.00 0.00 16 KARE 10/04/12 10/04/12 СМ - - - T- - -\$1,200.00 P-2 0.00 NM M-F 6-630p 6-630p :30 \$1,200.00 KARE 11 6 News KARE11NWS-6 Spots/Week Weekdays Rating Start Date **End Date** Rate Week: 10/01/12 10/07/12 - - T- -\$1,200.00 0.00 17 KARE 10/04/12 10/04/12 M-F 6-7a CM 6-7a - - - T- - -:30 \$750.00 P-2 0.00 NM \$750.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---\$750.00 0.00 18 KARE 10/04/12 10/04/12 M-F 630-7p CM 630pm-7pm ---T---:30 \$1,400,00 P-2 0.00 NM \$1,400.00 **Entertainment Tonigh ENT TONIGHT 30** Rating Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 - T- -\$1,400.00 0.00 19 KARE 10/04/12 10/04/12 ---T---:30 \$750.00 P-2 0.00 NM **Today Show** CM 7-9a 1 \$750.00 **Today Show TODAY SHW End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/01/12 10/07/12 - - - T- - · \$750.00 0.00 20 KARE 10/02/12 10/02/12 **Tonight Show** CM 1035pm-1135pm - T----:30 \$650.00 P-2 0.00 NM \$650.00 Tonight Show **TONITE SHW-NBC** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 - T- - - -\$650.00 Week: 10/01/12 0.00 M-F 6-630p 21 KARE 10/02/12 10/02/12 CM 6-630p - T- - - -:30 1 \$1,200.00 P-2 0.00 NM \$1,200.00 KARE 11 6 News KARE11NWS-6 **End Date** Spots/Week Rating Start Date Weekdays Rate 10/07/12 - T- - - -0.00 Week: 10/01/12 \$1,200.00 22 KARE 10/02/12 10/02/12 M-F 630-7p CM 630pm-7pm :30 1 \$1,400.00 P-2 0.00 NM \$1,400.00 **Entertainment Tonigh ENT TONIGHT 30** 

Print Date: 09/28/12 09:24:10 Page 4 of 4

**KARE** 

Order / Rev: 692557

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Advertiser: NRCC-IE

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Product Desc: NRCC IE

Flight Dates: 09/28/12 - 10/04/12

2601

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/02/12 10/02/12 M-F 630-7p - T- - - -:30 1 \$1,400.00 P-2 0.00 NM \$1,400.00 22 KARE СМ 630pm-7pm **Entertainment Tonigh FNT TONIGHT 30** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 - T- - - -0.00 Week: 10/01/12 1 \$1,400.00 23 KARE 10/02/12 10/02/12 **Today Show** - T- - - -:30 \$750.00 P-2 0.00 NM CM 7-9a \$750.00 Today Show **TODAY SHW** Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 \$750.00 0.00 N24 KARE 10/02/12 10/02/12 Tue Prime C 9-10p - T- - - -:30 1 \$3,000.00 P-2 0.00 NM CM 0 \$0.00 Parenthood PARENTHOOD-NBC Start Date End Date Spots/Week Rating Weekdays Rate - T- - - -Week: 10/01/12 10/07/12 1 \$3,000.00 0.00 Start/End Time Weekdays Rate Rtg Type Ch Date Range Description Length 1 KARE 10/01/12-10/07/12 Tue Prime C 9-10p :30(\$3.000.00) 0.00 NM Credited 25 KARE 10/03/12 10/03/12 M-F 10-1035p СМ - - W- - - -1 \$2,200.00 P-2 10-1035P :30 0.00 NM \$2,200.00 KARE News 10p KARE11NWS-10 Start Date **End Date** Weekdays Spots/Week Rating Rate - - W- - - -Week: 10/01/12 10/07/12 \$2,200.00 0.00 26 KARE 10/03/12 10/03/12 M-F 6-630p СМ - - W- - - -:30 1 \$1,200.00 P-2 0.00 NM \$1,200.00 6-630p KARE 11 6 News KARE11NWS-6 Start Date **End Date** Weekdays Spots/Week Rate Rating - - W- - - -Week: 10/01/12 10/07/12 1 \$1,200.00 0.00 27 KARE 10/03/12 10/03/12 M-F 630-7p CM 630pm-7pm - - W- - - -:30 1 \$1,400.00 P-2 0.00 NM \$1,400.00 **Entertainment Tonigh ENT TONIGHT 30** Spots/Week Start Date **End Date** Weekdays Rate Rating - - W- - - -10/07/12 \$1,400.00 Week: 10/01/12 0.00 28 KARE 10/03/12 10/03/12 **Today Show** CM 7-9a - - W- - - -:30 \$750.00 P-2 0.00 NM \$750.00 **Today Show TODAY SHW End Date** Weekdays Rating Start Date Spots/Week Rate 10/07/12 - - W- - - -Week: 10/01/12 \$750.00 0.00 29 KARE 10/03/12 10/03/12 :30 1 \$1,300.00 P-2 Wed Prime B CM 8-9p -- W----0.00 NM \$1,300.00 LAW ORDER: SVU L&O:SVU Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 - - W- - - -\$1,300.00 0.00 N30 KARE 10/01/12 10/01/12 Mon Prime Mon Prime :30 1 \$3,000.00 P-2 0.00 NM CM M- - - - -\$3,000.00 THE VOICE (6:58 PM-9:00 PM) Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$3,000.00 0.00 Totals \$41,600.00